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Brief #2



MINUTE MARKETER

How to Create SEO-Friendly YouTube Content

10 Quick Tactics for Maximizing
Search Visibility of YouTube Videos



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30-Minute Marketer: How to Create SEO-Friendly YouTube Content

10 Quick Tactics for Maximizing Search Visibility of YouTube Videos

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30-Minute Marketer: How to Create SEO-Friendly YouTube Content

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TACTICS YOU CAN LEARN OVER LUNCH

Welcome to the *30-Minute Marketer* – a new offering from MarketingSherpa designed with you, the busy, time-strapped and (we're betting) stressed marketer in mind. We know you've got lots to do and not a lot of time to do it. You need quick, simple tips that you can put into action right away.

In this report, we focus on creating SEO-friendly YouTube content. If a picture is worth a thousand words, a video is nearly priceless. Unlike television commercials, those viewing YouTube videos often are searching for specific information. By posting interesting videos optimized with target keywords and key phrases, you can connect with people who are interested in (and likely to buy) your products or services.

When it comes to videos, YouTube is king. Some amazing stats:

- More than 3 billion YouTube videos are viewed each day
- The amount of video uploaded to YouTube in one month exceeds that created by the 3 major U.S. networks in 60 years
- YouTube users upload the equivalent of 240,000 full-length films every week

Why YouTube Videos?

Videos can be a relatively easy and affordable way to build brand awareness and engage visitors.

A clever video can create a lot of buzz and perhaps (if you're lucky) become a viral hit, resulting in tons of traffic – and the many potential leads that come with it.

Even the most creative (and expensive) video in the world won't do you much good if nobody sees it. We'll share 10 tactics that will help you optimize your YouTube content for maximum search visibility.

For every *30-Minute Marketer*, I scour the vast MECLABS library of marketing research, from MarketingSherpa case studies to MarketingExperiments optimization tests to MarketingSherpa benchmark reports, and edit all of the research down into an actionable piece that helps you improve your marketing performance right now...or, at least, when you're done with lunch. This special report contains tips from a variety of MarketingSherpa resources, including case studies, interviews and how-to guides.

We'll show you:

- Steps to familiarize staffers with SEO tactics
- Why titles, tags and description are all important video search elements
- Tips for creating a YouTube channel
- How annotations are your friend when it comes to SEO

We know you're in a hurry, so we won't make you wait any longer for these tips on how to make your YouTube videos super searchable!

Enjoy!

Bobbi Dempsey

Freelance Editor

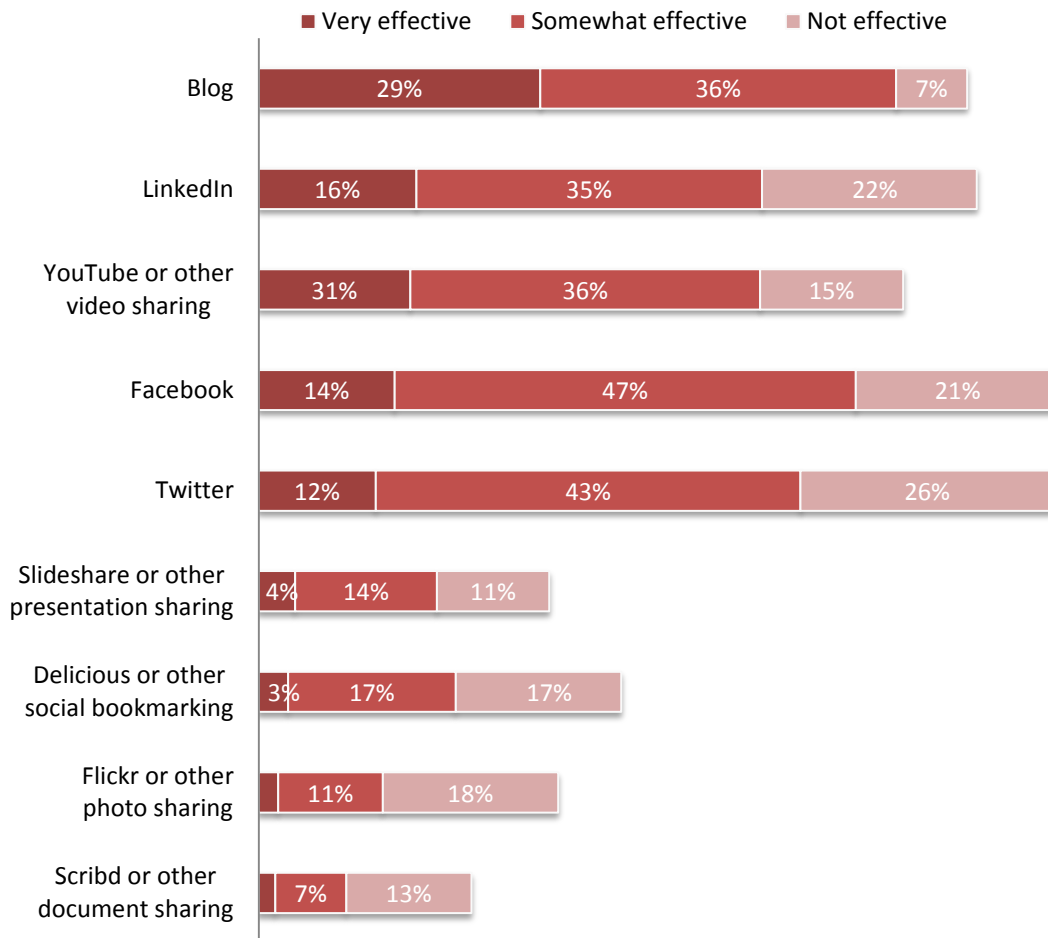
A QUICK LOOK AT YOUTUBE AND SEO

Before getting into the "how" of YouTube and SEO, we thought we'd share a few charts that illustrate the "why"—as in, why you should care about YouTube content when considering search visibility. (Oh, and have we mentioned that YouTube is owned by Google? Talk about motivation to make sure your videos pack an SEO punch!)

These charts (and many others) can be found in the [MarketingSherpa 2012 Search Marketing Benchmark Report](#).

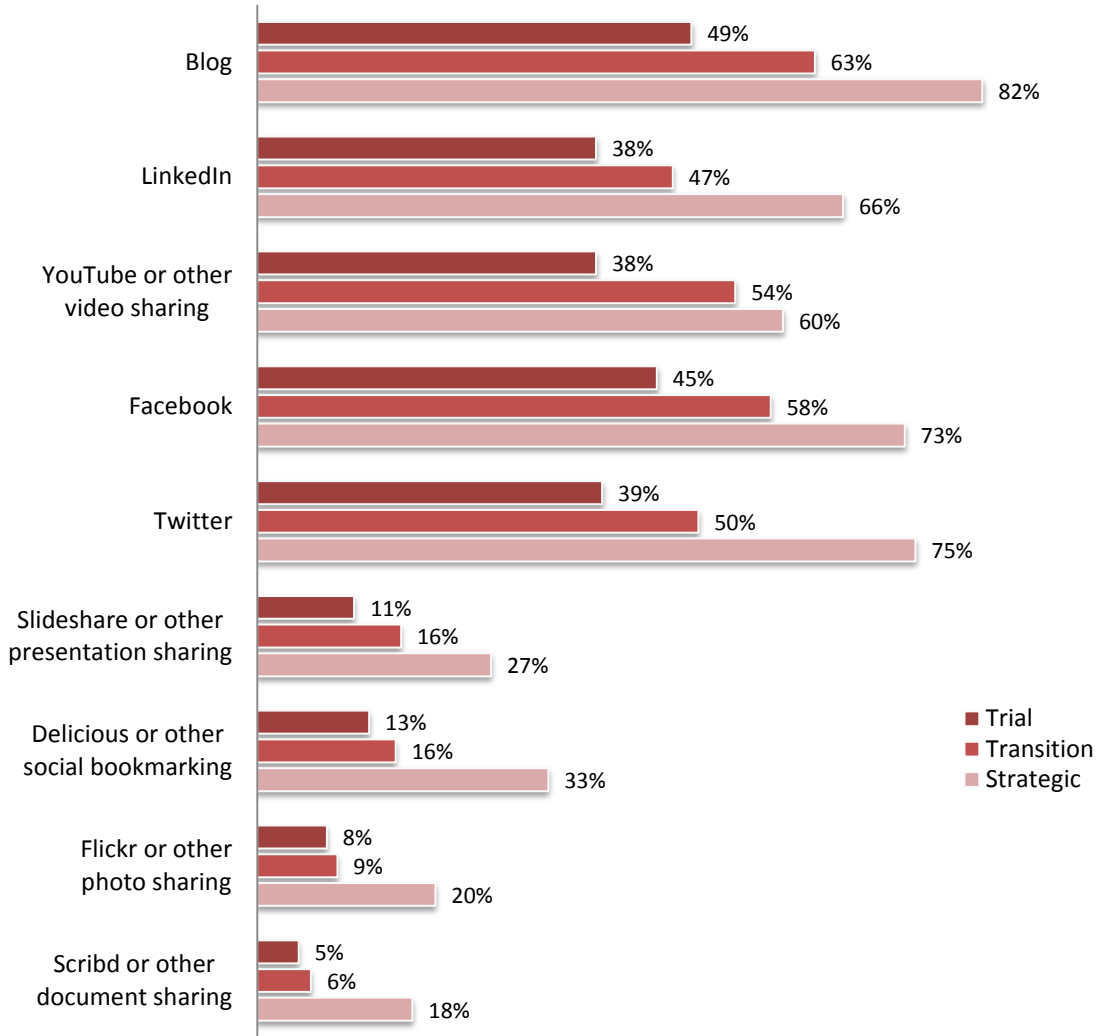
Chart: Level of effectiveness by social media platform

Q. Please indicate the LEVEL OF EFFECTIVENESS (in terms of achieving objectives) of using these social media platforms in your inbound marketing efforts.



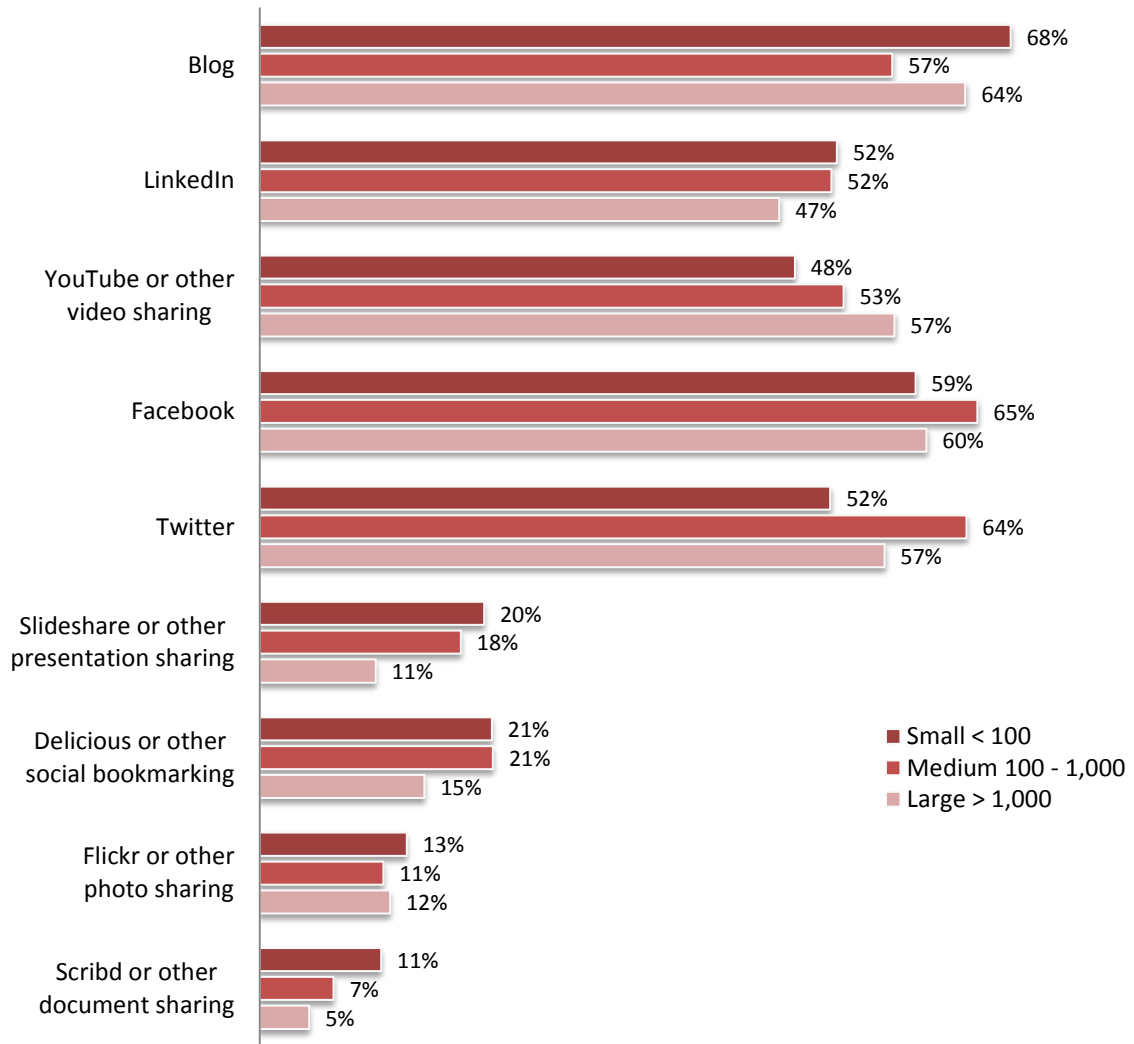
Source: ©2011 MarketingSherpa Search Marketing Benchmark Survey
Methodology: Fielded April 2011, N=1,530

Chart: Social media platforms deemed very or somewhat effective, by SEO maturity phase



Source: ©2011 MarketingSherpa Search Marketing Benchmark Survey
Methodology: Fielded April 2011, N=1,530

Chart: Social media platforms deemed very or somewhat effective, by organization size



Source: ©2011 MarketingSherpa Search Marketing Benchmark Survey
Methodology: Fielded April 2011, N=1,530

TACTIC #1: EDUCATE YOUR VIDEO PRODUCTION TEAM ON SEO BASICS

In [Sherpa How-To#5635](#), Derek Fulford, Manager, Search Marketing, Weather.com, showed how his team achieved an impressive 275% increase in daily views when they search optimized a series of archived online videos for one division of their organization.

Many critical steps in optimizing videos happen when files are created and placed onto Web pages. So, marketers must work closely with their video production team to ensure they understand the basics of SEO. In larger organizations, video production may be handled by a separate division.

To avoid confusion, Fulford recommends engaging in a formal SEO training process with any video production team. Key elements should include:

- Hosting an “SEO 101” training session with the video team. This session can introduce video producers to key concepts, such as:
 - o Identifying keywords for video titles and file names
 - o Tagging options
 - o Creating keyword-rich text descriptions of video content
- Planning a follow-up “SEO refresher” course or a more advanced training session several months after the team has begun employing SEO basics.
- Meeting with individual team members who’ve shown interest or requested deeper training on SEO topics.
- Writing a one-page, SEO-basics document that the team can take away from sessions to use as a resource during their day-to-day production duties.

Fulford stresses that even after conducting such training marketers should double-check new video files to ensure proper SEO techniques are being used.

“You can’t expect the video team to do everything, so you have to review their work.”

TACTIC #2: RESEARCH RELEVANT KEYWORDS

As with all SEO campaigns, optimizing video content begins with identifying relevant keywords. Here are a few essentials:

- Identify a specific theme for video keywords.
Web pages may contain multiple content sections and navigation links that you can target for search engines. But video content tends to be shorter and more tightly focused.

For example, Weather.com features dozens of videos on hurricanes. Rather than choosing a generic search term such as “Hurricane,” the team identifies storms by a specific name or location, such as “Hurricane Ike” or “Hurricane Ike Houston.”

- Use keyword research tools to supplement your keyword list.
Once you’ve identified a major theme, keyword research tools, such as Wordtracker and Keyword Discovery, can identify popular terms, highly competitive terms, and useful synonyms that Web users are likely to type into a search engine.

- Identify related terms that share the same root as your primary theme. The Weather.com team may have several videos related to Hurricane Ike, for example, which are targeted with keywords that describe exactly what aspect of the storm the video covers, such as:

- o Hurricane Ike damage
- o Hurricane Ike damage Galveston
- o Hurricane Ike flooding

For tips on using keyword research tools, check out this [MarketingSherpa guide](#).

- Use the term “video” as a modifier.

Web users looking for online videos typically include the term “video” in their queries. Make sure you add “video” to the key terms on your list:

- o “Hurricane Ike damage video”

TACTIC #3: CREATE A YOUTUBE CHANNEL TO ORGANIZE YOUR VIDEOS

In [Sherpa HowTo#30150](#), Gary Drenik, president & CEO at retail research firm BIGresearch, described the tactics his team used to generate leads from YouTube videos—including creating an organized channel to make it easy for visitors to view all of their videos.

On YouTube, each member’s video contributions are organized into “channels,” which act as your homepage on the service. Channel pages include:

- o A description of the content creator -- in this case, your business
- o A range of communication options, including the ability for users to email you, subscribe to your channel or share videos with friends
- o The channel’s history on YouTube, including creation date, total number of videos added and most recent video
- o Hotlinks to all videos uploaded by that member

Creating a YouTube channel is simple:

- Register as a user with your company’s name as your YouTube user name.
- Once registered, you can access the My Account section to change your channel settings to control features, such as allowing user comments.

Try to be creative in making your YouTube channel as interesting as possible. And be sure to incorporate some branding elements so visitors can immediately make the connection between you and your videos.

EXAMPLE: BIGRESEARCH YOUTUBE CHANNEL

The screenshot displays the YouTube channel page for 'bigresearch'. At the top, the YouTube logo and navigation links are visible. The channel's profile includes a 'Subscribe' button, a profile picture, and statistics: 5 subscribers, 99 channel views, age 38, and located in the United States. Below this is a 'Connect with bigresearch' section with options to send messages, add comments, share the channel, and add as a friend. A 'Bulletins (0)' section indicates there are no bulletins.

The main content area features a video player for 'September 2007 - BIGresearch Video Briefing'. Below the player, a 'Videos (14)' section is shown with a search bar and sorting options. The video thumbnails include:

- September 2007 - BIGresearch Video Briefing (07:19, 43 views)
- August 2007 - BIGresearch Video Briefing (06:47, 0 views)
- BIGresearch Video Briefing - July 2007 (06:20, 132 views)
- BIGresearch June Video Briefing (06:16, 102 views)
- BIGresearch Video Briefing - May 2007 (06:54, 55 views)
- BIGresearch Video Briefing - April 2007 (06:26, 160 views)
- BIGresearch Video Briefing - March 2007 (06:06, 213 views)
- BIGresearch Video Briefing - February 2007 (06:13, 265 views)
- BIGresearch Video Briefing - January 2007 (06:09, 195 views)

Some thumbnails also feature 'Retail' or 'Gas Prices' overlays with data points.

TACTIC #4: MAKE VIDEOS USEFUL AND TIE THEM TO HTML CONTENT

In [Sherpa HowTo#31339](#), Dan Tate, COO, The Concrete Network, shared strategies that allow the company to realize a 12 percent conversion rate for referrals to their site from YouTube. The team’s videos give expert advice on exactly what searchers are looking for -- concrete design and similar topics. The videos—

which have a 17.9 percent clickthrough rate—are hosted at YouTube and are embedded into The Concrete Network’s website on relevant pages.

- The team’s website is an extensive resource on concrete, with pages of content-rich information.
- Relevant videos are embedded into appropriate, keyword-rich pages.
- When a search engine finds a video, it will index its context on the page, which helps improve its rankings for target keywords. "If I put up a video supported by keyword research and plug it into a page that’s already keyword optimized, I have a really good chance of showing up in universal search," Tate says.

TACTIC #5: SUPPORT VIDEO CREATION WITH KEYWORD RESEARCH

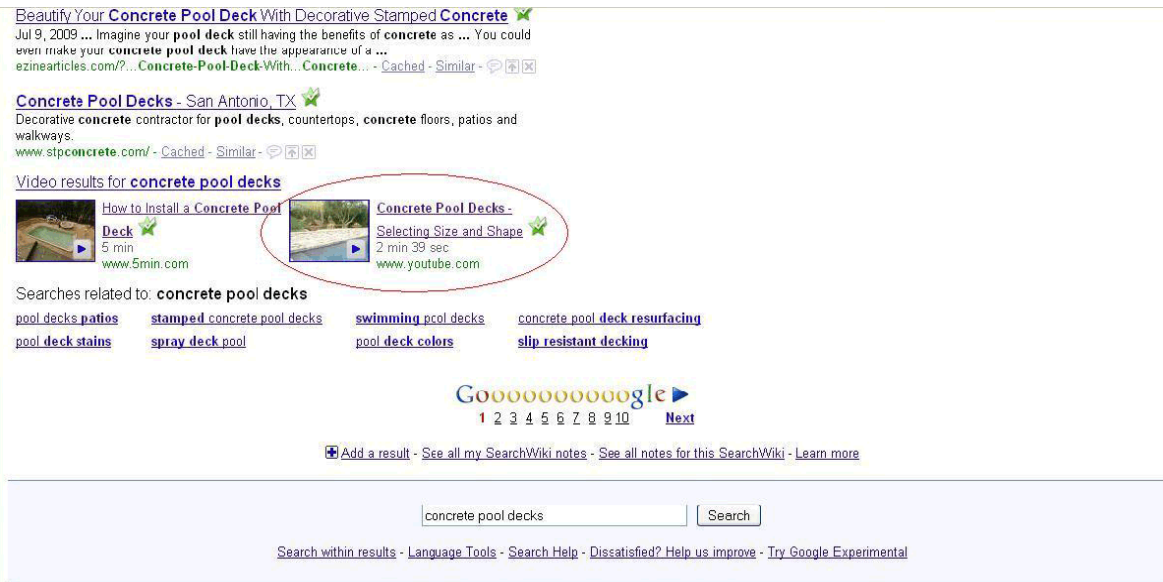
If you’ve already done the keyword research to guide your site’s design and content, you have a good idea of which types of videos you need to create, and how you should be naming and optimizing the videos.

Every field in a video’s metadata (title, description, etc.) should use keywords that:

- o Your research has shown to be effective
- o Are being used on the page
- o Are an accurate description of the video’s content

TIP: Be sure to include the URL of your company site at the start of your video's description. This ensures your website shows up in search results for the video—and also makes it easy for visitors to go right to your site.

EXAMPLE: GOOGLE RESULTS FOR CONCRETE NETWORK VIDEOS



TACTIC #6: KEEP VIDEOS SHORT YET PROFESSIONAL

The Concrete Network's high conversion rate is partly due to the level of trust that each video builds. The key elements are the professional quality of the production and information they provide. And since most visitors view several videos, that trust has a chance to solidify.

"Most people watch videos in bunches. Once they get into video-watching mode they're going to watch five to 10. They're not just going to watch one," Tate says.

A five minute video is probably too long for most topics, Tate says. "People's attention spans aren't much greater than one to three minutes. They'd rather watch five videos of three minutes than watch one video for 15 minutes."

However, a three minute video does not leave much time for fooling around. Make sure that each video is concise enough to fully cover the topic, but short enough to make viewers want to watch the whole thing.

TACTIC #7: USE YOUTUBE INSIGHT FOR IMPORTANT ANALYTICS

Insight is a free YouTube analytics and reporting tool that lets you see all sorts of valuable information, including some really helpful search statistics, like which keywords people used most often on Google and YouTube to find your videos.

Another cool thing measured by Insight is "attention." This tells you which videos (or portions of videos) are "hot" or "cold," using metrics like bounce rate. If your video ranks high on the attention scale, odds are good that it will have good placement in search results.

The attention stats can also help you spot areas where editing changes are needed. If you notice that visitors tend to drop off two minutes into your video, it could be a sign that your video is too long.

TACTIC #8: PACK THE TITLE WITH IMPORTANT KEYWORDS OR PHRASES

Your title is the first thing YouTube users will see when browsing videos. It's also your first opportunity to capitalize on search visibility. Make sure your title contains at least one important keyword or phrase. For best results, include more than one if possible – but be sure they are used in a natural context, to avoid risking any penalties for what search engines might consider "keyword stuffing" (which generally involves putting a long string of keywords on a page).

TACTIC #9: TEST TAGGING OPTIONS TO REACH VIEWERS

Once you have uploaded your YouTube videos, you'll want to make it easy for people to find them. This is where tagging comes in. Tags are like keywords that video sites use to organize content.

The tags you assign to your videos will help viewers find your videos in searches. They're also used to place your videos alongside related content, which can help users find you even when not looking for you by name.

Like keywords for search marketing, or subject lines for email newsletters, the right tags can boost the number of users who see your content. Drenik's team has used a variety of tags, including:

- o BIGresearch
- o Research
- o Consumer
- o Retail
- o Shopping
- o Holiday
- o Black Friday

The key is to test a range of different tags to see which deliver the best results.

EXAMPLE: BIGRESEARCH VIDEO PAGE INCLUDING TAGS AND DESCRIPTION

The screenshot shows a YouTube video player for the video 'BIGresearch Video Briefing - March 2007'. The video content features a man in a suit speaking, with a large text overlay that reads 'Gas Prices 75.8% will increase'. Below the video player are interactive elements: 'Share', 'Favorite', 'Add to Playlists', and 'Flag' buttons. The video has a rating of 4 stars (1 rating) and 212 views. The description on the right includes the channel name 'bigresearch', a 'Subscribe' button, and a list of tags: 'Consumer', 'Research', 'Shopping', and 'BIGresearch'. The 'Related Videos' section shows three other video briefings from the same channel for April, July, and January 2007.

TACTIC #10: TAKE ADVANTAGE OF ANNOTATIONS

Many people overlook annotations when creating YouTube videos—but this can be some valuable SEO real estate. Annotations are snippets of text or interactive elements that you can add to your videos. To add annotations, simply log on to your My Videos page, choose a video and look for "annotations" under the Insight menu. Then you walk through the steps and make your selections. The best part? This text is searchable. Don't let this opportunity to add some bonus SEO-friendly content go to waste! You can add

links to your site or to your other videos. (Note: you can also include a "subscribe" button or other call to action element.)

A Final Tip:

Create a special landing page for visitors who arrive at your site from YouTube (the landing page should be similar to your YouTube page, while also incorporating the branding elements of your main site) to tie into the individual motivations of visitors from that specific channel.

Useful links and resources:

[YouTube](#)

Sherpa article: [How UNICEF Doubled Video Exposure](#)

Sherpa article: [Optimize Video Content for SEO](#)

Sherpa report: [Small Business Builds YouTube Channel from the Ground Up](#)

HubSpot Blog: [SEO for YouTube – How to Search Optimize Video for B2B Marketing](#)

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